

Name _____

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Promotional Concepts and Strategies

Ch 17 Sec.1 – Promotion and the Promotional Mix

Promotion – any form of communication a business or organization uses to _____, _____ or _____ people about its products

- **Product Promotion** – used to convince customers to buy _____ instead of those of the competition
- **Institutional Promotion** – Used by a business to create a _____ for itself

Promotional Mix – a _____ of promotion

- Personal Selling
- Advertising
- Direct marketing
- Sales promotion
- Public relations

- _____ – any form of _____ contact occurring between a salesperson and a customer
- _____ – any _____ form of _____ presentation and promotion of ideas, goods, or services by an identified sponsor
– Nationally, businesses spend about \$200 billion annually on various types of advertising
- _____ -- A type of advertising directed to a _____ of prospects and customers rather than to a mass audience.

– Printed direct mail, sent via _____ to a home or business

– _____ direct mail

- It's goal is to _____ for sales representatives to pursue

- _____ – all marketing activities, _____ personal selling, advertising, and public relations, that are used to stimulate consumer purchasing and sales effectiveness

Public Relations and Publicity

- **Public Relations** – any activity designed to create a _____ toward a business, its products, or its policies

PR Specialists

- Write News Releases -- a _____ about a company that is sent to the various media

Writing News Releases

- First paragraph should answer _____ questions.
- Develop _____ in next few paragraphs.
- Less important information can follow but should be _____
- Include the _____ of any people mentioned.
- Include the name, address, and phone number of the _____
- _____ – only one or two pages _____ at the bottom of the last page signifies the end.
- **Publicity** – a specific kind of public relations that involves placing _____ and newsworthy information about a business, its products, or its policies in the _____.

Coordination of Promotional Mix

- Most businesses use _____ than one type
- All types of promotion must be _____
- Must consider the promotional _____